

Appln. No. 09/751,801
Amendment dated October 29, 2004
Reply to Office Action mailed July 29, 2004

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims (deleted text being struck through and added text being underlined):

- 1 1. (Original) A method for broadcast advertising to a mobile
2 communication device, comprising the steps of:
3 storing acceptance data in the communication device;
4 receiving by the communication device a broadcast advertisement
5 containing advertisement data; and
6 comparing the advertisement data to the acceptance data to obtain a
7 comparison result.
- 1 2. (Original) The method of claim 1, wherein the broadcast
2 advertisement is received by the communication device through a wireless
3 communication channel.
- 1 3. (Original) The method of claim 2, wherein the broadcast
2 advertisement is received by the communication device through one of: a
3 radio transmission, a television transmission, a Bluetooth signal, and an
4 infrared signal.
- 1 4. (Original) The method of claim 1, wherein the broadcast
2 advertisement is received by the communication device from one of: a
3 billboard and a storefront.
- 1 5. (Original) The method of claim 1, wherein the acceptance data
2 comprises preferences for accepting broadcast advertisements specified by a
3 user of the communication device.

Appln. No. 09/751,801

Amendment dated October 29, 2004

Reply to Office Action mailed July 29, 2004

1 6. (Original) The method of claim 1, further comprising the step of
2 modifying the acceptance data by integrating entries from a personal
3 information manager.

1 7. (Original) The method of claim 1, further comprising the step of
2 displaying the broadcast advertisement on the communication device based
3 on the comparison result.

1 8. (Original) The method of claim 1, further comprising the step of
2 storing the broadcast advertisement on the communication device based on
3 the comparison result.

1 9. (Original) The method of claim 8, further comprising the steps of:
2 reading deletion data in a stored advertisement, wherein the deletion
3 data indicates criteria for deleting the stored advertisement; and
4 deleting the stored advertisement from the communication device
5 based on the deletion data.

1 10. (Currently Amended) The method of claim 1, further comprising
2 the step of outputting a notification signal to a user of the communication
3 device if comparison of the advertisement data to the acceptance data is
4 accepted.

1 11. (Original) The method of claim 1, further comprising the step of
2 sending an indicator signal to a source of the broadcast advertisement,
3 wherein the indicator signal notifies the source that the communication
4 device is within a broadcast range of the broadcast advertisement.

1 12. (Original) The method of claim 1, further comprising the step of
2 communicating through the communication device with a wireless
3 positioning system.

Appln. No. 09/751,801
Amendment dated October 29, 2004
Reply to Office Action mailed July 29, 2004

1 13. (Original) The method of claim 12, wherein the wireless
2 positioning system is GPS.

1 14. (Currently Amended) A method for broadcast advertising to a
2 mobile communication device, comprising the steps of:
3 receiving by the communication device one or more broadcast
4 advertisements containing advertisement data; and
5 selecting at least one of the received advertisements based on
6 preferences for selecting advertisements specified by a user of the
7 communication device.

1 15. (Original) The method of claim 14, wherein the broadcast
2 advertisements are received from a transmitter when the communication
3 device is within a broadcast range of the transmitter.

1 16. (Original) The method of claim 14, wherein the broadcast
2 advertisements are received from a local transmitter by the communication
3 device through a wireless communication channel.

1 17. (Original) The method of claim 14, further comprising the step of
2 modifying the preferences for selecting advertisements specified by the user
3 of the communication device by integrating entries from a personal
4 information manager.

1 18. (Original) The method of claim 14, further comprising the step of
2 displaying the selected broadcast advertisements to the user of the
3 communication device.

Appln. No. 09/751,801
Amendment dated October 29, 2004
Reply to Office Action mailed July 29, 2004

1 19. (Original) A mobile communication device, comprising:
2 memory;
3 logic for storing acceptance data on the memory;
4 logic for receiving a broadcast advertisement containing advertisement
5 data; and
6 logic for comparing the advertisement data to the acceptance data to
7 obtain a comparison result.

1 20. (Original) The mobile communication device of claim 19, wherein
2 the logic for receiving the broadcast advertisement is capable of receiving
3 the broadcast advertisement through a wireless communication channel.

1 21. (Original) The mobile communication device of claim 20, wherein
2 the logic for receiving the broadcast advertisement is capable of receiving
3 the broadcast advertisement through one of: a radio transmission, a
4 television transmission, a Bluetooth signal, and an infrared signal.

1 22. (Original) The mobile communication device of claim 19, wherein
2 the acceptance data comprises preferences for accepting broadcast
3 advertisements specified by a user of the communication device.

1 23. (Original) The mobile communication device of claim 19, further
2 comprising logic for modifying the acceptance data by integrating entries
3 from a personal information manager.

1 24. (Original) The mobile communication device of claim 19, further
2 comprising:
3 a display; and
4 logic for displaying the broadcast advertisement on the display based
5 on the comparison result.

Appln. No. 09/751,801

Amendment dated October 29, 2004

Reply to Office Action mailed July 29, 2004

1 25. (Original) The mobile communication device of claim 19, further
2 comprising logic for storing the broadcast advertisement on the memory
3 based on the comparison result.

1 26. (Original) The mobile communication device of claim 19, further
2 comprising logic for communicating with a wireless positioning system.

1 27. (Original) The mobile communication device of claim 26, wherein
2 the wireless positioning system is GPS.

1 28. (Original) A system for broadcast advertising to a mobile
2 communication device, comprising:
3 logic for receiving acceptance data from the communication device;
4 logic for selecting one or more advertisements based on the received
5 acceptance data; and
6 logic for broadcasting the selected advertisements to the
7 communication device.

1 29. (Original) The system of claim 28, further comprising logic for
2 detecting whether the communication device is within a broadcast range,
3 and further wherein the logic for broadcasting the selected advertisements is
4 capable of broadcasting the selected advertisements to the communication
5 device upon detecting that the communication device is within the broadcast
6 range.

1 30. (Original) The system of claim 28, wherein the logic for
2 broadcasting the selected advertisements is capable of broadcasting the
3 selected advertisements to the communication device through a wireless
4 communication channel.

1 31. (Original) The system of claim 28, wherein the acceptance data
2 comprises preferences for accepting broadcast advertisements specified by a
3 user of the communication device.

Appln. No. 09/751,801
Amendment dated October 29, 2004
Reply to Office Action mailed July 29, 2004

1 32. (Original) The system of claim 28, further comprising logic for
2 communicating with a wireless communication channel.

1 33. (Currently Amended) A system for broadcast advertising,
2 comprising:
3 a mobile communication device capable of storing acceptance data
4 thereon; and
5 an advertisement broadcasting system capable of transmitting one or
6 more broadcast advertisements to the mobile communication device, the one
7 or more broadcast advertisements containing advertisement data;
8 wherein the mobile communication device is capable of receiving the
9 broadcast advertisements from the advertisement broadcasting system and
10 selecting at least one of the broadcast advertisements based on the
11 acceptance data.

1 34. (Original) The system of claim 33, wherein the advertisement
2 broadcasting system is capable of detecting whether the mobile
3 communication device is within a broadcast range, and further wherein the
4 advertisement broadcasting system is capable of transmitting the broadcast
5 advertisements to the mobile communication device upon detecting that the
6 mobile communication device is within the broadcast range.

1 35. (Original) The system of claim 33, wherein the advertisement
2 broadcasting system is capable of transmitting, and the mobile
3 communication device is capable of receiving, the broadcast advertisements
4 through a wireless communication channel.

1 36. (Original) The system of claim 33, wherein the acceptance data
2 comprises preferences for accepting broadcast advertisements specified by a
3 user of the mobile communication device.

Appln. No. 09/751,801
Amendment dated October 29, 2004
Reply to Office Action mailed July 29, 2004

- 1 37. (Original) The system of claim 33, wherein the mobile
2 communication device and the advertisement broadcasting system are
3 capable of communicating with a wireless positioning system.

Please add the following new claims:

- 1 38. (New) The method of claim 1, wherein the advertisement data of
2 the broadcast advertisement is capable of generating a display of an
3 advertisement on the communication device.

- 1 39. (New) The method of claim 1, wherein the advertisement data of
2 the broadcast advertisement is capable of generating a display of an
3 advertisement on the communication device without the communication
4 device receiving additional data.

- 1 40. (New) The method of claim 1, further comprising the step of
2 displaying an advertisement on the communication device generated from
3 the advertisement data if the comparison result indicates that the broadcast
4 advertisement meets the acceptance data.

- 1 41. (New) The method of claim 40, further comprising the step of
2 rejecting the broadcast advertisement for display on the communication
3 device if the comparison result indicates that the broadcast advertisement
4 does not meet the acceptance data.

- 1 42. (New) The method of claim 1, wherein the advertisement data
2 includes at least one of: a company name, a brand name, information about a
3 product, information about a service, price information, and a deadline for a
4 special offer.

- 1 43. (New) The method of claim 1, wherein the acceptance data
2 includes at least one of: a company name, a brand name, product

Appln. No. 09/751,801
Amendment dated October 29, 2004
Reply to Office Action mailed July 29, 2004

3 information, service information, price information, and a deadline for a
4 special offer.

1 44. (New) The method of claim 1, wherein the broadcast
2 advertisement includes an expiration date upon which the broadcast
3 advertisement is purged from the communication device.

1 45. (New) The method of claim 1, wherein the step of storing the
2 acceptance data on the communication device comprises manually entering
3 the acceptance data on the communication device by the user.

1 46. (New) The method of claim 1, wherein the step of storing the
2 acceptance data on the communication device comprises selecting by the
3 user the acceptance data from a predetermined list of acceptance data on the
4 communication device.

1 47. (New) The method of claim 1, wherein the step of storing the
2 acceptance data on the communication device comprises selecting by the
3 user acceptance data from a template of acceptance data on the
4 communication device.

1 48. (New) The method of claim 1, further comprising the step of
2 creating acceptance data from data from a personal information manager.

1 49. (New) The method of claim 48, wherein the data from the
2 personal information manager includes an event, and the acceptance data
3 created from the data from the personal information manager regarding the
4 event causes acceptance of broadcast advertisements related to the event.